



2007 NMI National Meeting
September 5th ~ 9th
San Diego, California

1	Licensing & New Products
2	Channel Marketing & Merchandising
3	Materials Management
4	Supply Chain
5	Display Repair
6	IS Training
7	Regional Module
8	Sales Presentation
9	Brass Tacks
10	Miscellaneous

**Welcome to San Diego
2007
NMI National Meeting**

**New Products and
Licensing Module**

Sandy Hatcher, Software Licensing Manager

Nate Williams, Sr. Product Specialist -
Product Development

Michelle Heimerl, NMI Field Specialist

Stephen Ward, Product Tester

**What's In The Name?
And Were Wii Thinking?**

#10 To Wii or not to Wii ... That is
the question.

#9 If you don't have a Wii, you can
play with mine.

#8 Can Wii talk?



#7 Wii came, Wii saw, Wii kicked
some A**!



#6 It's on the Wii.

Ranking Continued...

- #5 Johnny! Go to your bedroom and play with your Wii!
- #4 It's not about the size of the Wii – it's how you use it.
- #3 Hey get your hands off my Wii!!
- #2 I gotta Wii!

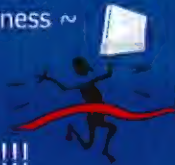


And.....

The **#1** Best use of the name...
And to our friends in this business ~

Sony... Microsoft...

Wii win – you lose!!!



Here we are a year later...

And **we are** the leaders in the video game business!!

A year ago, we heard

"What are they thinking?"

Today, we're in the media everyday...

In one way or the other.

Let's take a look at a couple of funny clips.

What's on the Agenda:

- **Third Party Business Update** – *Sandy*
- **First and Second Party Software Update**
– *Nate*
- **Hands on Game Play** – *Sandy, Nate, Michelle, Stephen*
- **Module Q&A** – *Sandy, Nate, Michelle, Stephen*

How Important is Third Party Software to Nintendo's Overall Business

Nintendo's Third Party partnerships are responsible for close to 50% of Nintendo's software business.

With No Licensees -

We don't compete -

It's that important!

We're close to 100 Licensees strong today

And they're knocking down our doors to get on the band wagon!

Top 5 Licensees for All Platforms in 2007

- #1 Ubisoft
- #2 Activision
- #3 Electronic Arts
- #4 THQ
- #5 Disney

Let's Talk About Nintendo DS Hardware The "ROCK" of Nintendo's Business!

- Launched 11/21/2004
- And it just continues to get stronger and stronger -

Not only in the U.S.
but WORLDWIDE!



Nintendo DS Installed Base

	 Japan	 USA	 Europe	 Global
	19.0M	12.4 M	13.8 M	45.2 M
	5.9M	8.0M	6.6 M	20.5 M

We Have Software, Software and More Software!!

On the First Party Side...

Nintendo continues to develop innovative software to move hardware.



And On the Third Party Side...

- 150 DS titles have released so far this year.
- 150 additional projected between now and end of year.
- 300 for calendar year 2007!! **Wahoo!**

Almost as many titles, in one year, as have been launched life to date!

Top 5 Nintendo DS Licensees

- #1 Disney
- #2 Activision
- #3 Ubisoft
- #4 Electronic Arts
- #5 THQ

Third Party Holiday Line-Up for DS

ACTIVISION

- "Bee Movie Game" - October
- "Spider-Man: Friend or Foe" - October
- "Tony Hawk's Proving Ground" - October
- "World Series of Poker 2008: Battle For the Bracelets" - October

DISNEY

- "Disney Princess Magic Jewels" - October
- "Hannah Montana Music Jam" - October
- "Suite Life of Zack and Cody: Circle of Spies" - October

ELECTRONIC ARTS

- "Boogie" - November
- "FIFA '08" - October
- "The Simpsons" - October

LUCASARTS

- "Lego Star Wars: The Complete Saga" - November
- "Thrillville: Off the Rails" - October

DS Holiday Line-Up Continued...

MAJESCO

- "Cooking Mama 2: Dinner with Friends" - November

MIDWAY

- "Ultimate Mortal Kombat" - November

SEGA

- "Mario and Sonic at the Olympic Games" - November
- "The Golden Compass" - December

SQUARE ENIX

- "Dragon Quest Monster Joker" - October
- "Final Fantasy XII: Revenant Wings" - October

THQ

- "Avatar: the Last Airbender: The Burning Earth" - October
- "Cars Mater-National" - October
- "Drawn to Life" - October
- "WWE Smackdown vs. Raw 2008" - November

DS Holiday Line-Up Continued...

UBISOFT

- "IMAGINE" Series (Babyz, Fashion Designer, Master Chef, Vet) - 4 titles - All November
- "COACH" Series (French, Spanish, Word) - All November
- "Jam Sessions" - October

VIVENDI

- "Crash of the Titans" - October
- "The Legend of Spyro: The Eternal Night" - October
- "The Spiderwick Chronicles" - November

Nintendo DS Wi-Fi Connection

How are we doing?



266,679,794 - Connections - LTD

6,077,467 - Unique Devices - LTD

DS Download Stations

- 13,000 Download Stations in place.
- 150,000 Consumers downloaded between July and August
- Average downloads per store = 18.71



Download Station #7

- In place early October 2007
 - 8 Licensees participating
 - 11 Licensee titles
 - Ninja Gaiden
 - Contra 4
 - My Sims
 - Cooking Mama 2
 - High School Musical
 - My Word Coach
 - Worms: Open Warfare 2
 - Jam Sessions
 - Spider-Man: Friend or Foe
 - Bee Movie
 - Transformers

Licensed Third Party Accessories and Merchandise

Remember to Look for What?



The Official Quality Seal

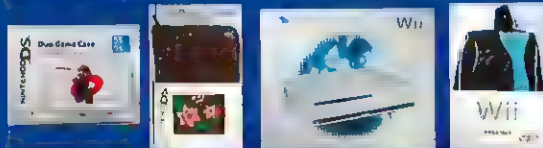
- It protects Nintendo customers.
- Educate Retail – Licensed products sell more.
- Push licensed products into valuable retail space.
- Limits Nintendo's liability.



Licensed Accessories and Merchandise

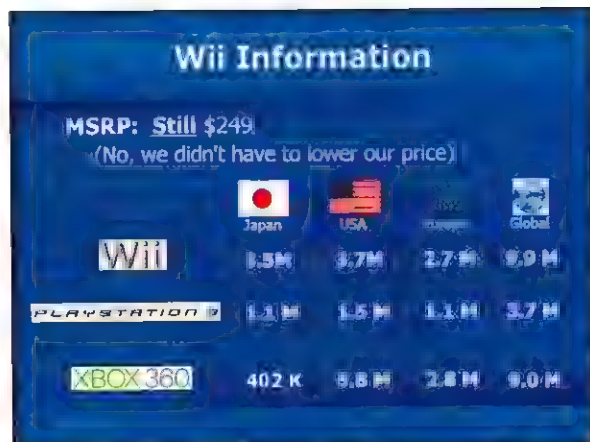
- We now have a dedicated group managing licensed accessories and to license our brand.

Nintendo's Brand Management Group
Managed by Damon Baker



It's All About the Wii Baby!





Do We Have Third Party Support?



OH MY!

And support, and support and support!

- 55 Wii Licensees
- _____ Wii Developers

Wii Development

- Development kits still in demand.
- Close to 4,000 kits shipped to date.
- Wii development is affordable.
 - *Wii Kits* — a fifth of the cost of our competition!
- Can't keep up with approval of developers.

Are Licensees Supporting Wii With Software?

- 51 Wii titles have been released so far this year.
- 115 additional projected between now and end of year.
- 166 for calendar year 2007!! **Wohoo!**

Third Party Holiday Line-Up for Wii

ACTIVISION

- *Des Moines Game* - October
- *Guitar Hero 3* - October
- *Tony Hawk's Proving Ground* - October

CAPCOM

- *Resident Evil* - October
- *Devil May Cry 4* - November
- *Monster Hunter* - November

DISNEY

- *Disney's Pinocchio* - October
- *High School Musical* - November

ELECTRONIC ARTS

- *EA Playground* - October
- *Medal of Honor: Heroes* - November
- *My Sims* - September
- *The Sims 2* - November

EA GAMES

- *EA GAMES* - November

Wii Holiday Line-Up Continued...

LUCASARTS

- *Lego Star Wars: The Complete Saga* - November
- *Thrillville: Off the Rails* - October

MIDWAY

- *Cruis'n* - November

NAMCO BANDAI

- *Soul Calibur* - November

SEGA

- *Shovel Knight* - November
- *Nights* - November
- *Mario and Sonic at the Olympic Games* - November
- *The Golden Compass* - December

TAKE TWO

- *Ward* - November

Wii Holiday Line-Up Continued...

THQ

- *WWE Smackdown vs. Raw 2008* - November
- *Avatar: The Last Airbender: The Burning Earth* - September

UBISOFT

- *Brothers in Arms* - September
- *CSI: Hard Evidence* - September
- *Rayman Raving Rabbids 2* - November

VIVENDI

- *Crash of the Titans 2* - October
- *Geometry Wars: Galaxies* - November

Third Party Marketing Support

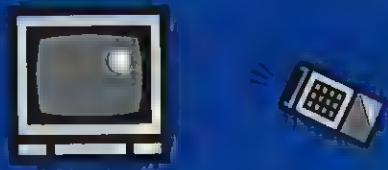
Do we support Third Party titles with marketing support?

In every way!!

And at no cost to Licensees!

- Retail Catalogs
- Retail Manager Shows
- Retail P.O.P.
- Online marketing campaigns - Nintendo.com
- Media / Analyst Tours
- Advertorial print
- T.V. Library Slots

Let's take a look at how Licensees are marketing their own titles.





New Products

First Party

Sales Information (First Party)

- Through the first half of 2007, the total Wii™ hardware sell-through in the United States and Canada combined is more than 2.3 million units (2.1 million United States, 222,000 Canada).
- For the first half of 2007, Nintendo represents nearly 70 percent of the industry growth in the United States and Canada combined.
- In June alone, Wii was once again the top-selling home console with nearly 435,000 units sold in the United States and Canada combined (381,800 United States, 53,000 Canada).
- In June alone, Nintendo DS™ was the top-selling video game system overall with nearly 608,000 units sold in the United States and Canada combined (562,000 United States, 46,000 Canada).
- Nintendo remained the top video game publisher in the United States and Canada in June, as well as the top publisher for all of 2007.

Sales Information (First Party)

- In June alone, Nintendo had six of the top 10 best-selling games in the United States, including the top four: *Mario Party® 8* and *Wii Play™* for Wii, and *Pokémon® Diamond* and *Pokémon® Pearl* for Nintendo DS.
- Of the top 30 best-selling games in the United States for all of 2007, half are for Nintendo systems.
- The three best-selling games in the United States for all of 2007 are for Nintendo systems: *Pokémon Diamond*, *Wii Play* and *Pokémon Pearl*.
- Wii already boasts more than 180 games, including 120 downloadable Virtual Console™ titles. By the end of the year, that total number will climb to about 330 games, including an additional 100 new games from every major third-party publisher, along with an additional 50 Virtual Console titles.
- Approximately 300 games are already available for Nintendo DS, with another 140 titles expected by the end of the year from every major third-party publisher.



Donkey Kong® Barrel Blast


• Release Date: Oct 06, 2007

• Racing/Action Game where high-powered jet barrels are used to fly through a variety of worlds.

• Shake the Remote and Nunchuk alternately to speed up. Once you reach max speed, you don't have to shake your arms anymore (unless you hit something).

• Shake both the Remote and Nunchuk at the same time to jump.

• Players challenge the Kremlings or up to three pals on five worlds.

A small illustration of Donkey Kong, the brown monkey character, wearing his signature red cap and holding a wooden barrel.

Battalion Wars™ 2

• Release Date: Oct 28, 2007

• Three Online Multiplayer Modes

- Assault, Instant Combat
- Skirmish, Tactical depth
- Co-op, Work with friends


• Three Theatres of War: Five New Naval Units

- Battleship, Frigate, Submarine
- Dreadnought, Transport

Six Different Races, Five Different Environments - with new vehicles for each side

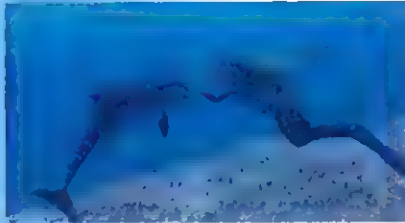
Bigger and Better

- 20+ single player missions AND 15+ multiplayer missions

The image shows the cover art for Battalion Wars 2. It features a colorful, stylized illustration of various naval units, including battleships, frigates, and submarines, engaged in combat. The title 'BATTALION WARS 2' is prominently displayed in the center.

Endless Ocean™

• Go to the ocean and use the Wii Remote to perform a variety of diving maneuvers. Then use your Wi-Fi connection to meet up with your friends and swim under water together.



Fire Emblem™

- Release Date: 11/05/07
- Great turn-based combat and awesome strategy.
- Tenth Fire Emblem game in the series, first for Wii
- Same characters as last Fire Emblem
- Same popular chapter-based gaming



Super Mario® Galaxy

- Releases 11/12/07
- Become Mario as he traverses a galaxy of gravities traveling in and out of gravitational fields by blasting from planet to planet
- Controlling Mario is as simple as can be with the Wii Remote and Nunchuk. Players move Mario with the Control stick and shake the Wii Remote to perform a spin move. Or use stars that launch him to and from planetary objects
- Players can even point at bits of stardust to collect them or launch into stars to blaze a magnetic trail through the heavens
- Don't want to head, no space alone? With a second Wii Remote, another player can play alongside by pointing at and collecting bits of stardust, then launching them at enemies



Super Smash Bros.® Brawl

- Releases 12/03/07
- Encourage stores to stay up to date with the latest news about the game at Smash Bros DoJo
- Super Smash Bros. Brawl website
The site features daily weekday updates straight from Masahiro Sakurai, the creator of the game
- Some of the new characters introduced to this version of the classic series include Meta Knight, Zero Suit Samus, Wario, Snake, Pit, Ike and Diddy Kong



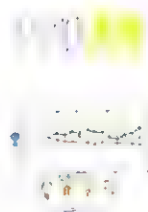
Mario Kart Wii (temp. name)

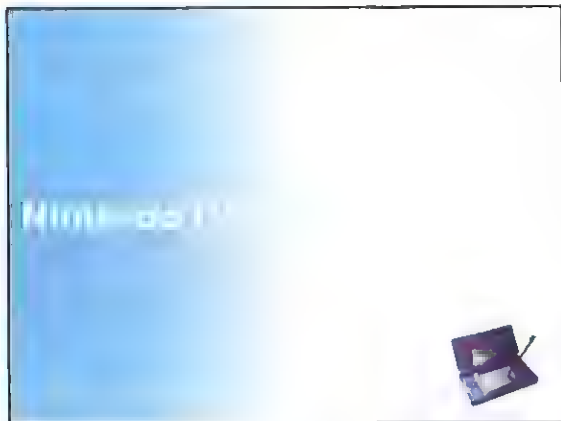
- Releases 2008
- Will feature new vehicles
- Compete against friends near and far via Nintendo Wi-Fi Connection
- Will launch with a new wheel accessory (name not final)



Wii Fit

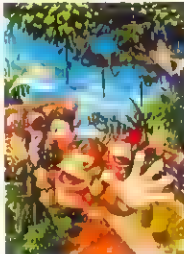
- TBA release date
- Packed with Wii Balance Board (name not final)
- Check out your Body Mass Index (BMI), an evaluation based on a ratio of weight to height
- Learn your Wii Fit Age, which factors your BMI, tests your center of gravity, and the results of several balance tests
- Will feature more than 40 types of training activities to appeal to all members of the household






DK Jungle Climber

- Release date: 09/10/07
- Use the same control scheme from *DK™: King of Swing* Game Boy® Advance SP to swing and climb to new heights made possible by the dual screens of Nintendo DS.
- Adventure mode features Diddy Kong® as a sub-character, but players can look forward to new moves, new items and a bunch of mini-games sure to make them go bananas.
- Fun tutorials that ease new players into the game also can be accessed as mini-game challenges.
- Take on up to three pals in fun multiplayer challenges using DS Download Play and the DS Local Area Network. Pick from Donkey Kong, Diddy Kong, Dixie Kong™ or Funky Kong™



Chibi-Robo™: Park Patrol

- Walmart only release
- Release date 09/24/07
- Playground equipment in the park is disappearing mysteriously and the flowers in the park have been transformed by evil monsters. It's up to Chibi-Robo to save the day and make the park a nice place to visit again.
- This time around Chibi-Robo rides buggies, cars and boats across lawns and ponds, fights mysterious enemies with his trusty squird, dances in the park to give life to the plants there and builds playground equipment to make the park a better place.



The Legend of Zelda®: Phantom Hourglass

- Release Date 10/01/07
- All game control is via the touch screen/stylus
- Link, Tetra and Tetra's band of pirates have set sail in search of new lands at the end of the *Wind Waker* adventure. Phantom Hourglass continues the story from there.
- A two-player battle mode (playable over local wireless or Nintendo Wi-Fi Connection) pits one player, as Link, against another player who controls the enemies pursuing him.



Flash Focus™: Vision Training in Minutes a Day

- Release date 10/15/07
- **Boost Your Focus Power:** Train with quick, fun activities based on vision-training programs used by top athletes.
- **Put eyes to real-world tests:** Take a swing at a speeding pitch, outmaneuver incoming linebackers and strike the soccer ball into the goal in fun, sports-based training activities.
- **Pick up and play every day:** Users complete daily training activities to challenge Hand Eye Coordination, Peripheral Vision, Dynamic Visual Acuity, Momentary Vision, and Eye Movement. Then track their results with a calendar and easy-to-understand charts.



FLASH FOCUS™
Vision training in minutes a day

Announced but not much news on:

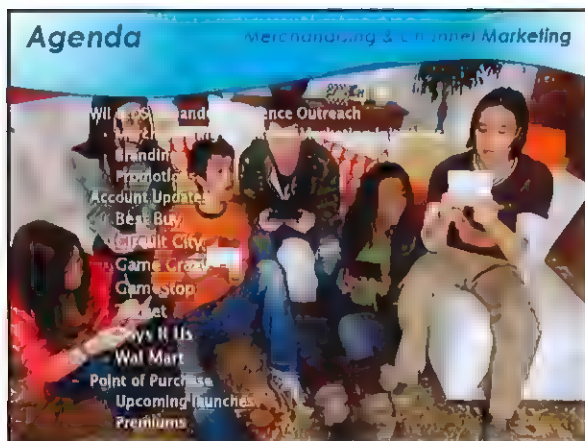
Mario Party® DS (due Nov. 19)
Nintendo Magic (name not final) (due 11/26/07)
Professor Layton and the Curious Village™
(due 12/03/07)

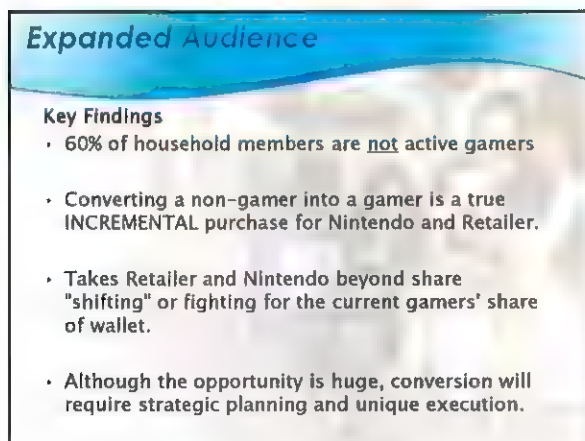
Any Questions?

Thanks and have a
great meeting!!!

Wii will change the world.







The Plan

Objectives:

- Leverage retailers existing consumer base and show them how video games can fit into and benefit their lives
 - Adult non-gamers that are shopping for HDTV's, movies, music, audio electronics or video games for their kids (but not for themselves)

Strategies:

- Reach Shoppers Beyond the Gaming Section and/or Pull Them into Section
- Make Shopping for Games Easier
- Satisfy Core Gamers

Tactics

To Reach Beyond Gaming Aisles and/or Pull Shoppers Into the Section

- Gain out of section exposure to introduce them to HW/SW

- Leverage titles that reach non-gamers

- Brain Games
- Touch Gen titles

- Utilize live sell and Bundle Opportunities
- Make Shopping for Games Easier

- Create better signage that:

- Provides guidance for non-gamers or gift givers
- Provides full shopping solutions
- Speaks to lifestyle benefits

- Improve on-shelf presence
 - Clear definition platforms
 - Pricing and assortment

- Create new fixtures

- Provide informed customer assistance

- Invest in ways to improve store associate product knowledge and ways to approach non-gamers

General Updates

What is a brand?

Is it a product? A logo? Perhaps a color? Or is it more?

A brand is a living, breathing thing. It's a bond that exists between a company and a consumer—a relationship based on core values and grounded in commonality. It is bigger than any one product and often transcends logic. It is who a company *is* rather than what a company does.

A company's brand must be reflected in all aspects of its business from products and customer service to marketing communications and corporate identity. Building a strong brand for Nintendo requires discipline. It requires all Nintendo employees to be champions of the brand in order to maintain our relationship with consumers.

To be successful, the brands must connect to the consumer in more than just one way. The enjoyment of how a product works, looks, and feels are as important as P.O.P. displays, advertising and packaging. It's the brand that connects all these functions together and makes it more than the sum of its parts. Using tools of the brand, it's our job to complete the connection to the consumer.

General Updates

Brand Update

Use of the Nintendo race track logo is limited. Our focus has shifted from corporate branding to platform branding. You don't buy a Nintendo, you buy a Wii or a DS and we need to reinforce this.

- **Wii Branding**
 - Primary colors are white and grey with blue accents
 - Kick plates
 - Shelf strips
 - Shelf talkers
 - Shelf paper
- **DS Branding**
 - Primary colors are black and white
 - Kick plates
 - Shelf strips
 - Shelf talkers
 - Shelf paper

Six Flags

- Wii Experience features Wii and some DS interactive in 10 Six Flag Theme Parks across the country
- April - October 2007



Mall Tour

- Wii Mall Experience in 25 Malls September 7 - November 5
- Wii Mall Experience will expand to another 25 malls November 8 - January 8
- 10 x 10 foot print with corded Wii interactivity and DS Dual interactivity featuring Brain Age 2 and Flash Focus: *Vision Training in Minutes a Day.*
- Partner with Game Stop to help support and drive traffic to their store for purchase.



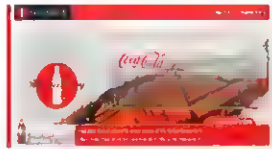
Norwegian Cruise Lines

- Wii interactives will be in each of their 14 ships
 - 4 per ship located in public lounges, projecting onto movie sized screens and in the Teen/Youth centers on the ships
- The average ship capacity is 2,500 which equates to approximately 1.8 million passengers per year.



My Coke Rewards

- Coca Cola's repeat purchase incentive program.
 - Allows consumers to collect points and redeem for various awards
 - Nintendo is providing prizes.
 - Wii hw & sw
 - DS hw & sw
- April 16 - December 31, 2007



Pringles

- On-pack Sweepstakes
 - The sweepstakes will be on 30.6MM packages of Pringles minis& 1.5MM packages of Pringles snack stacks
 - Consumers will go online where they have a chance to win 1 of 25 grand prizes consisting of Wii hw & sw and a years supply of Pringles.
- Lucky Wii Chip Promotion
 - 4 MM chips will be printed with Nintendo themed trivia and characters
 - Featured on the outside of 600,000 Pringles Print Medium Cans
 - One lucky chip will contain a code that enters the consumer for a chance to win Wii hw, sw and Wii points cards.
- Retail Specific Programs
 - Pringles is pursuing
 - Pallets
 - Specialty Packaging
- September 15 - March 31, 2008



Go-Gurt

- On-pack Promotion
 - Nintendo DS and Mario Party DS will be integrated on the front and back of 8.8MM packages of Go-Gurt portable yogurt
 - Each individual Go-Gurt tube will be customized to contain fun Mario Party DS themed "activities"
 - Approx 92MM tubes
- Co-branded microsite on Nintendo.com that will feature game previews, downloads, etc.
- October 29 - December 30, 2007



Leisure Care

- Leisure Care is the 4th largest senior living community in the US and Canada with over 40 communities and 6,500 residents
 - 65 Wii hw consoles will be placed in each community activity center and theater rooms
- Goal is to:
 - Educate the residents on Wii
 - Conduct demos on how to use Wii
 - Facilitate Wii tournaments for residents to compete against one another
- June 2007 - TBD



Channel Updates

- DS Expanded Audience In-store TV Campaign
 - Features Nintendo's National TV Ad in participating retailer TV Networks
 - Timing: late Oct - Nov
- Super Mario Galaxy Pre-sell
 - Free Commemorative coin with the reservation of Super Mario Galaxy
 - Participating Accounts: Best Buy, Circuit City, Fred Meyer, Game Crazy, GameStop, Target, Toys R Us, Wal-Mart.com
 - Timing: Oct 7 - Nov 11
- Wii/DS Digital Catalog:
 - DVD Catalog featuring Wii and DS Q4 line up and legacy titles
 - Timing: In-store Nov 1

Channel Updates

Nintendo DS Black Friday Bundles

- Gold DS Unit with Zelda Phantom Hourglass
- Rose DS Unit with Nintendogs Best Friends
- Timing: Nov 23 (while supplies last)



Super Smash Bros Brawl

- Mid Night Opening Launch Kits
- Participating Retailers: GameStop and possibly Game Crazy
- Timing: Dec 3

Best Buy Merchandise

"Social" Gaming

- Incremental merchandising area dedicated to socially inspired games
- Fixture will be 16 linear feet with 4' for Nintendo
- Our section will be dedicated to Wii and showcase sw, accessories, a hw system and a video loop.



Best Buy Merchandise

Corded Interactivity

- Retro fit Wii end cap
- Timing is October

DS Download

- Exploring options for a new display
- DS Download system should be moved to base deck of Wii end cap until a permanent location is determined
- Timing is TBD

Store Reset

- 9/15 - 11/17 - rolling reset

Best Buy Channel

- Brain Age 2 Sampling Program
 - Store associates will provide roaming demos of DS HW and Brain Age 2 game
 - All Stores are participating
 - Timing August 20 - September 30
- Media Tech Tour
 - Educate Blue Shirts on Nintendo Products
 - Timing: Sept 23 - 26
- Achievers Weekend
 - Reward / Educate top selling Blue Shirts on Nintendo products
 - Timing: Oct. (TBD)
- Guitar Hero 3 Launch Event
 - Timing: Oct. 27 - 28
- RZone Event
 - Timing: Nov. 11

Circuit City Merchandise

- Interactivity in Home Entertainment Area
 - Proposed but on hold
- DS End Cap
 - AGB interactive no longer on end cap
 - Timing Is TBD
- Managers Meeting
 - Timing: Oct 1-4, New Orleans




Game Crazy Merchandise

- New Release Tower
 - Timing Is TBD
- Mini Stores
 - Approx 200 in 2007
 - Glass cases with Wii and DS HW & SW
 - Key titles



Game Crazy Channel

- Wil Tried it Promotion
 - Objective:
 - Drive cross-traffic from Hollywood to Game Crazy
 - Increase Wii trial among an expanded audience
 - Hollywood Video Associates will lead non-gamer consumers into Game Crazy
 - Associates will wear Wil Tried It shirts and distribute movie passes
 - Movie passes work like a ticket to try the Wii
 - Consumers receive free popcorn and a coupon
 - Timing mid October - holidays




- **Wii Tried it Promotion**
 - Objective:
 - Drive cross-traffic from Hollywood to Game Crazy
 - Increase Wii trial among an expanded audience
 - Hollywood Video Associates will lead non-gamer consumers into Game Crazy
 - Associates will wear Wii Tried It shirts and distribute movie passes
 - Movie passes work like a ticket to try the Wii
 - Consumers receive free popcorn and a coupon
 - Timing mid October - holidays



GameStop Merchandise

- **Branding**
 - Lit Neon Signs -
 - no longer placing in their windows
- **Corded interactivity**
- **Wii Game packs**
 - Continue to send to NMI to install
 - Special cases send DTS
 - i.e. Metroid - due to limited time to promote the game
- **DS Download**
 - Floor mats
 - Timing is October
 - Ship to NMI in 2 shipments



Corded interactivity
Retailer install begins
September 24th

- **Branding**
 - Lit Neon Signs -
 - no longer placing in their windows
- **Corded interactivity**
- **Will Game packs**
 - Continue to send to NMI to install
 - Special cases send DTS
 - i.e. Metroid - due to limited time to promote the game
- **DS Download**
 - Floor mats
 - Timing is October
 - Ship to NMI in 2 shipments



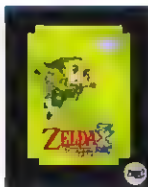
Corded Interactivity
Retrofit install begins
September 24th

GameStop Channel

- **Zelda Phantom Hourglass Promotional Program**
 - Gift with Purchase:
 - Consumers will receive a FREE Zelda Cel Art with the purchase of Nintendo DS HW system and Zelda Phantom Hourglass game
 - Timing: Oct 1 (while supplies last)
 - Employee Content:
 - DS HW and Zelda Game Tie Ratio program for Store Associates
 - Top Achievers will receive a custom Zelda Gift
 - Timing: Oct. 1 - 31 (gifts will be sent out by mid-Nov)
- **Holiday Gift Card**
 - Custom branded gift card
 - Timing: Holiday

A promotional image for the Zelda Phantom Hourglass game. It features a yellow background with a green map of Hyrule. In the center, there is a stylized illustration of Link in his Phantom Hourglass outfit, holding his sword. Below the illustration, the text 'ZELDA PHANTOM HOURGLASS' is written in a stylized font. In the bottom right corner, there is a small circular logo with the word 'DS' inside.

- **Zelda Phantom Hourglass Promotional Program**
 - Gift with Purchase:
 - Consumers will receive a FREE Zelda Cel Art with the purchase of Nintendo DS HW system and Zelda Phantom Hourglass game
 - Timing: Oct 1 (while supplies last)
 - Employee Contest:
 - DS HW and Zelda Game Tie Ratio program for Store Associates
 - Top Achievers will receive a custom Zelda Gift
 - Timing: Oct. 1 - 31 (gifts will be sent out by mid-Nov)
- **Holiday Gift Card**
 - Custom branded gift card
 - Timing: Holiday



GameStop Channel

- **Manager's Meeting**
 - Timing: Sept 9 - 11
- **Store Associate Game Night**
 - Host an employee hands on demo experience in the Mall Tour foot print
 - Timing: Mid - Late Oct (TBD)
- **Super Mario Smash Bros.**
 - Mid-night opening launch events
 - Pre-sold to date: 105,000

Target Merchandise

- **Proposed End Cap program**
 - 4 per year
- **Proposed Side Cap**
 - Brain Games
- **Wii Interactivity**
 - Continue as an education video loop
 - No playable interactivity



Target Channel

- **Channel Red Program**
 - 4 titles per month in gaming section
- **In-store TV Wall Program - Electronics Department**
 - Brain Age 2: 9/2-9/22
 - Flash Focus: 10/14-11/3
 - Super Mario Galaxy: 11/11-12/1
- **Pre-sell gift cards**
 - Mario Galaxy
 - Also features inline POP calling out the game
 - Super Smash Bros. Brawl

Toys R Us Merchandise

- **Wii Educational Hub**
 - Remain an education hub with no playable interactivity
 - May add a wrap/shroud under the shelf
- **End Caps**
 - **Check Lane**
 - DS expansion featuring Brain Games and Flash Focus
 - mid October
 - **RZone**
 - Zelda - September 16 - October 9
 - Super Mario Galaxy - October 10 - December 1
 - Smash Brothers Brawl - December 2 - January 1



Toys R Us Merchandise

- **Tween Girl Shop**
 - End cap - timing TBD
- **Proposed Mom Shop**
 - Test in 16 stores - timing TBD



Toys R Us Channel

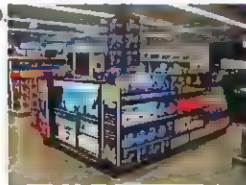
- **Geoffrey's Birthday**
 - 3 hour event
 - Free download "Manaphy"
 - Timing: September 29
- **Big Back Promotion**
 - Nintendo DS Software Buy 2 games get one free
 - Timing: Late Oct - Holiday

Wal Mart Merchandise

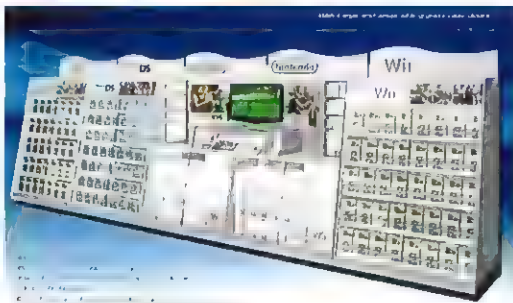
- **Xmas Shop**
 - Objective is to reach an expanded audience in what is traditionally the Garden Shop area and provide easy holiday shopping solutions for Wii and DS
 - 1,545 stores
 - Timing November - December
- **20' Nintendo Shop**
 - Incremental space that allows branding by platform and audience segmentation
 - Roll out 28 stores in October with goal to roll 1,500 out in Q1

Wal Mart Merchandise

- **Headers**
 - Updated and should feature white glow and Wii or DS logos
 - Replacements handled by Wal Mart through vendor
- **Entertainment Pods**
 - Opportunity for titles under \$20. Brain Games and other Touch Generations titles have been proposed
- **Marketing Position #1 & #2**



Wal Mart Merchandise



Wal Mart Channel

- **Exclusive Chibi Robo Distribution**

- **In-store**

- Marketing Position 2
 - Timing: 9/29-10/26
 - Chibi-Robo Scratch N Sniff Bookmarks
 - Placed in children's books in Top 400 DS stores
 - Placement handled by Mosaic

- **External Communication (Print)**

- Tab: October 2
 - Toy Catalog - Targeting mom's w/ children under 12
 - Mid-November distribution
 - Distribution: 50 million copies
 - Video Game Guide Web
- Walmart.com video game page feature



Wal Mart Channel

- **Toy Catalog**

- Targeting mom's w/ children under 12
 - Distribution: 50 million copies
 - Timing: Mid-November distribution

- **Video Game Guide**

- Targeting mom's w/ children (expansion theme)
 - Distribution: 3 million copies (Christmas Shop)
 - IGN.com as PDF download
 - Timing: Early/Mid-November distribution (in-store)
 - Toy Catalog - Targeting mom's w/ children under 12
 - Mid-November distribution
 - Distribution: 50 million copies

- **Wal-Mart.com**

- Zelda Phantom Hourglass Pre-sell Gift with Reservation
 - Reserve on-line and pick up in-stores
 - Gifts will be handed out with pick-up of game



Wal Mart Channel

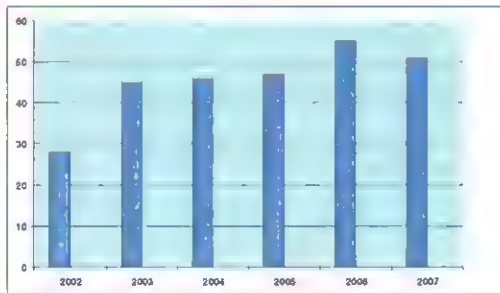
- **Accessories Pallet (BD&A)**

- Exclusive Partnership program featuring Wii Remote, Classic Controller, Points Card and Nunchuk
 - DS SW Bundles with licensed accessories
 - Hot spot positioning
 - Timing: Dec 26

Point of Purchase

- POP Campaign History
- Upcoming POP Campaigns
- Premiums

POP- Campaign Frequency



Upcoming Premiums

Placement Starts: 10/1/07

Wii

Donkey Kong Barrel Blast

- Character set
- Button set

Super Mario Galaxy pre sell

- In case graphic at Target
- Portal end cap and large window sign at Game Crazy
- RZone end cap at TRU



Nintendo DS

Zelda Phantom Hourglass

- Standee
- New Release Fixture at Best Buy
- Interactive update

DS Crimson/Black

- Deluxe Medium Box



Chibi Robo

- Wal Mart MP #2



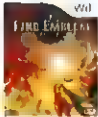
Upcoming POP Campaigns

Placement Starts: 11/15/11

<p>Wii</p> <p>Battalion Wars 2</p> <ul style="list-style-type: none"> Petite Display Box 	<p>Nintendo DS</p> <p>Pokemon Holiday</p> <ul style="list-style-type: none"> Side cap at Toys R Us Floor graphics <p>Flash Focus: Vision Training in Minute a Day*</p> <ul style="list-style-type: none"> Counter display <p>DS Expansion</p> <ul style="list-style-type: none"> Pre pack* Check Lane end cap at Toys R Us* 
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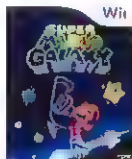
Upcoming POP Campaigns

Placement Starts: 11/15/11

<p>Wii</p> <p>Q4</p> <ul style="list-style-type: none"> Flash Card Update Flip Chart <p>Fire Emblem</p> <ul style="list-style-type: none"> Character Set <p>Zapper</p> <ul style="list-style-type: none"> Pre pack PDQ Trays Snipe for Wii Hw Box 	<p>Nintendo DS</p> <p>DS Download V7</p> <ul style="list-style-type: none"> Brain Age 2 Zelda Phantom Hourglass Ninja Gaiden Contra 4 My Sims Cooking Mama Picross Pokemon Battle Revolution movie Bee Movie Transformers High School Musical Planet Puzzle League My Word Coach Worms: Open Warfare 2 Jam Sessions
---	--

Upcoming POP Campaigns

Placement Starts: 11/15/11

<p>Wii</p> <p>Super Mario Galaxy</p> <ul style="list-style-type: none"> New Release Fixture at Best Buy Stardee Character Set Interactive Update 	<p>Nintendo DS</p> <p>Mario Party DS</p> <ul style="list-style-type: none"> Flash Card Update Flip Chart Interactive Update (placement in January) 
--	---

Upcoming POP Campaigns

Placement Starts November 2011

Wii

- Super Smash Brother Brawl
 - RZone End Cap at Toys R Us
 - New Release Fixture at Best Buy
 - Shroud at Wal Mart
 - Interactive Update (placement in January)

Nintendo DS

- DS Master of Illusion Professor Layton
 - Interactive Update (placement in January)

Upcoming Premiums

Launch specific

- Fire Emblem - T-shirt
- Super Mario Galaxy- T-shirt
- Super Smash Brothers- Inflatable punching bag or first aid kit
- Zelda Phantom Hourglass- Hourglass Key Chain
- Flash Focus- Camera

Upcoming Premiums

- Wii Premiums
 - Lanyard
 - Key chain
 - Ruler
 - T-shirt
 - Gift Bags
 - Hat
 - Pen

- Nintendo DS Premiums
 - Gift bags
 - Lanyards
 - Hat
 - Back pack tote
 - Pen

- Co-Branded Wii & DS Premiums
 - Notebooks
 - Calendars
 - Commuter Mug

NMI National Meeting

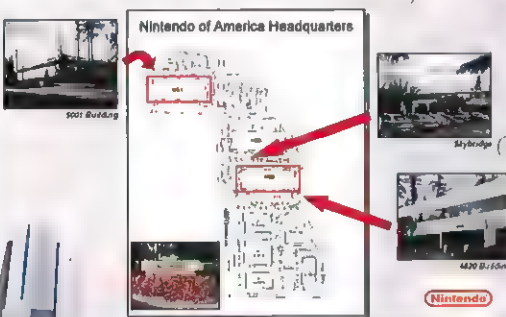
Supply Chain Services

Materials Management
Sherry Cursi

To provide the highest quality product and customer service through innovation, continuous improvement and the power of individual contribution.




Redmond Campus Layout



5001 Building


Skybridge

4420 Building




Materials Management Teams


- Inventory
 - Materials inventory maintenance
 - Quarterly Archives scrap process
 - Semi-annual obsolete parts/misc. inventory scrap process
 - Material Move requests for Nintendo product
 - Storage of all misc. inventory items



501 Building Archives



5001 Storage Racks




Materials Management Teams

- **Order Fulfillment**
 - Consumer orders for shipment
 - Commercial orders for business retailers
 - POP orders to NMI field reps
 - Promotional mailings and shipments




Materials Management Teams

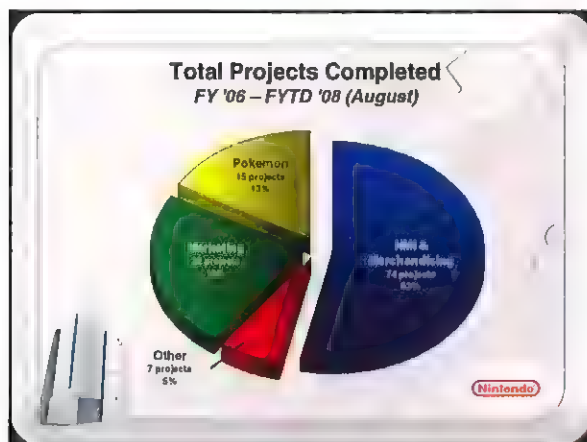
- **Shipping & Receiving**
 - Shipments for subsidiaries
 - Inbound materials receipt and delivery
 - Outbound inventory and misc. freight shipments
 - Receipts in NOA purchase order system
 - Domestic and international shipment documentation



Materials Management Teams

- **Fulfillment Projects**
 - Finished goods software and hardware bundles
 - Merchandising parts inventory for shipment to NMI Reps
 - Merchandising display projects for retailers
 - Kitting of bulk parts into finished products for internal and external use
 - Kitting of licensee software for sample distribution





NMI & Merchandising Projects

	Number of Projects	Pieces Processed	Finished Packages
FY '06	39	3.7M	249K
FY '07	23	4.5M	173K
FYTD '08	12	1.3M	148K
FY '08 Total (Projected)	24	4.1M	TBD

Nintendo

- ### NMI Process Upgrades
- **New NMI Database**
 - POP Allocations
 - Inventory Management
 - Label Management
 - Area Layout
 - **Sharp Bagging Machines (3)**
 - Package POP Kits More Efficiently
 - Label Bags for Individual Stores
 - **Offsite Box Storage**
 - Ability to Store Multiple Sized Boxes
- Nintendo



**North Bend Supply Chain
NMI Sales Meeting**

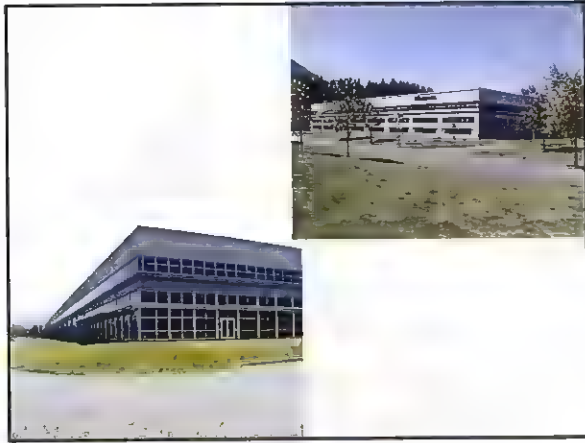
September 6 & 7

Supply Chain Planning

- Organizational Overview
- North Bend Improvements
- Peak Season Planning

Supply Chain Planning

- Facility is located in North Bend, WA
- Opened in 1992 - DTS
- 385,000 sq. ft.
- Single Distribution point for all Americas
- 1999 Warehouse of the Year







Supply Chain

Organizational Overview

Supply Chain Operations

- North Bend Distribution and Game Pak Assembly

Supply Chain Planning

- Inbound and outbound logistics / freight
- Customs and Customer Compliance
- Continuous Improvement Projects

Supply Chain

Rick Landry

VP - Supply Chain Group

Rick Lessley

Snr. Director – Supply Chain Operations

Murray Weir

Snr. Director – Supply Chain Planning

Dave Clifford

Director – Supply Chain Performance

Supply Chain

- Ship to over 12,000 DTS points
- Storage capacity - 17,500 pallets
- Units shipped – 70 million
- DTS cases shipped – 2.5 million
- Head count (peak)
 - 280 distribution
 - 200 game pak assembly
 - 50 support

Supply Chain Planning

North Bend Improvements

MCP (mixed case picking)

- Pick, Scan and pack to each level
- Video encryption – each item picked
- Inventory accuracy – 99.9996%
- Labels for; New Release orders, TAB, etc..



Supply Chain Planning

Automation

Design review - video

Benefits

1. Ergonomics
2. Reliance on associates
3. Daily throughput

Customer Impacts

1. Reliability
2. Consistency

Supply Chain Planning

Peak Season Planning

1. Distribution

- 2 Shifts
- 20,000 cartons / day

2. GPA

- Second Wii packaging line
- Full DS capacity
- 160,000 games / day

3. Transportation

- Additional carriers = increased capacity

Thank You

Rick Landry

VP - Supply Chain Group x 2401

Rick Lessley

Snr. Director - Supply Chain Operations x 2487

Murray Weir

Snr. Director - Supply Chain Planning x 2488

Dave Clifford


Director - Supply Chain Performance x 2410

Mark Keller

Director - Supply Chain Services x 2747

2007 NMI National Meeting
IS Module

Dave Diederich
Todd Bruce
Cathy Kennedy



Agenda

- Introductions
- NMI Retail / Fujitsu Changes
- GroupWise v7
- Various Technical Topics
- NMI Retail Help



Introductions

- Welcome back to Todd!
- Joel Shope
- Mike Shirts
- Cathy Kennedy



NMII Retail / Fujitsu Changes

- Remove scanning from Display/Software Demo/POP screen
- Stopping store call timer
- Reporting changes
 - Search report for desired text
- Dial-up using VPN connection
 - Coming early next year
 - Very slight performance hit
- Fujitsu updates
 - Anti-virus, Windows, and browser plug in updates
 - Acrobat reader v8

GroupWise v7

- Upgraded version
- Tabs
- Home tab
- Spell check
- Filters

GroupWise Exercise

- Start a new email:
 - To – Todd and I, CC – your DS and RM
 - Subject – Module Email
 - Text – This is the bestest presentation!!
- Correct spelling
- Save email to "Work in Progress" and then close the email
- Find email in "Work in Progress" folder
- Delete the email

Various Technical Topics



- Internet Explorer v7, coming next year
- Charging procedures
- Cracked screens, using Fujitsu, new insert
- Home networks
- Calibration, perform while on AC adapter
- Change passwords
 - 8 – 128 characters, minimum 1 number
 - Case sensitive, avoid special characters

NMI Retail Help

- Hands on exercises
- New book
 - General display information
- Pop ups
 - All parts pictured
- Exploded views
 - Before and after
- Navigation
 - Store coverage listing vs display index



Q & A

- Any further questions?
- Take your giveaways
- Thanks for coming and see you next year!



NMI NATIONAL MEETING

SEPTEMBER 5-9, 2007
SAN DIEGO, CA



AGENDA

- FALL FOCUS
- KEY ACCOUNT OPPORTUNITIES
- SECURITY POLICIES
- PHOTOS
- HAND-HELD BEST PRACTICE
- SUPERVISOR Q & A
- Rep Q & A
- LENGTH OF SERVICE
- REMINDERS



FALL FOCUS

- Special Projects
- Special Events
- Focused Store Calls



SPECIAL PROJECTS

Game Stop

- Wired remote install
- Fan Installation on Wii interactive
- New DS Download floor mats
- Wired remote could follow at more accounts



SPECIAL PROJECTS

Best Buy

- Move DS Download Station to Wii base deck
- Social Gaming Program thru November

Target

- Maintain DS Brain Age 2 Bundle end cap thru 11/17



SPECIAL EVENTS

Best Buy Promo on Sun, 9/16

Wii Mall Tour

- Sep/Oct* - 25 cities
 - *2 separate product ed nights with Game Stop & Game Crazy employees after mall closes
- Nov/Dec - 25 cities
- TRU - Demo Ubisoft's Jam Session
 - Use DS belts
 - Sep 22 & 29



FOCUSED STORE CALLS

- Modified checklist
- Emphasis on restocking and display repair
- Decreased time spent on product ed as the holidays draw closer



KEY ACCOUNT OPPORTUNITIES

- Restock
- Gain space
- Product education
 - DS Download Stations
 - Touch Generation
 - Use Nintendo Power on every store call
 - Associate training



KEY ACCOUNT OPPORTUNITIES

- Gather competitive information
- Make contact with store management
- Branding by platform
- Weekend & after hours events



SECURITY POLICIES

- Sign in and out at ALL stores
- Failure to fully comply will result in an immediate Written Warning
- Have all bags thoroughly inspected upon entry and exit
- Failure to fully comply will result in a Verbal Warning & noted on PS as a goal
- Will escalate to a Written Warning if noted more than once that day or on a subsequent work day



PHOTOS

- Where do your photos go?
- Contests
- Competitive Information
- Special Events
- Photo Do's and Don'ts



THE PROCESS

- All photos are processed by Supervisor
- Quality, content and variety are vital
- Feedback provided in order to attain best results
- Regional Manager reviews & routes to NOA
- Seen by various departments
 - Marketing
 - Sales
 - Upper management
 - D.O.T.S.
 - Legal



CONTESTS

The corporate office implements contests in order to:

- Gain space and visibility
- Generate excitement & increase awareness
- Build rapport within each store
- Increase product sales!!!



CONTESTS

Criteria

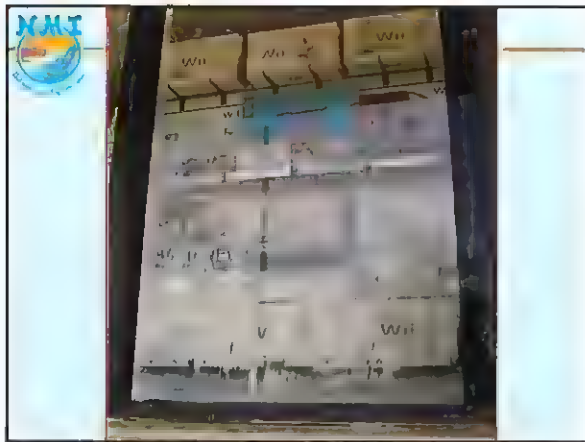
- Always take a before and after
 - Must be from same angle
- Be thorough in describing your work
 - "Before" and "After" & name of contest
 - Tell us what you did to make a difference
- Watch out for:
 - Glare
 - Reflection...you shouldn't see yourself or the parking lot in the photos
 - Take several photos and turn flash off if necessary

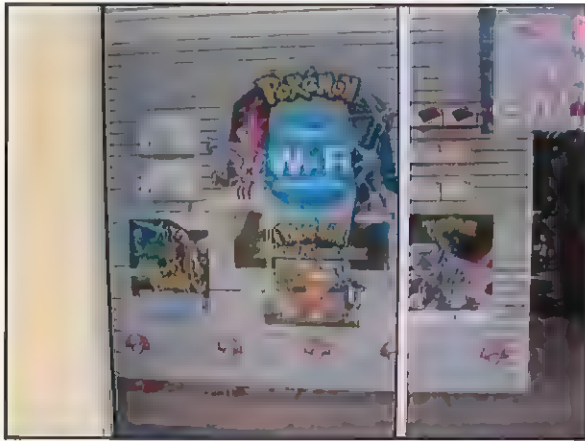


CONTESTS

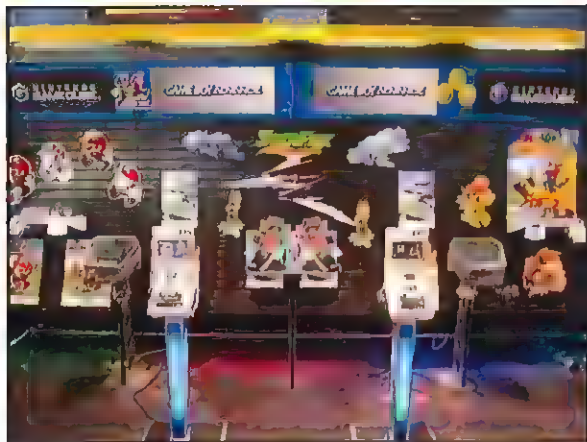
Details count

- Pricing required on all product
- No missing shelves - fill holes
- Competitive product is out of there!
- Do not cut up or disassemble POP
- Do not use premium items for contest
- Use the crop feature as needed to focus attention on your creation
- Watch out for "POP Pollution"
- Keep safety in mind when stacking POP
- Let's take a closer look.....*





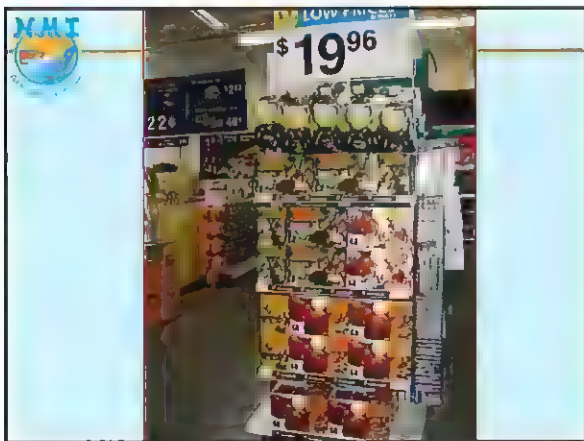






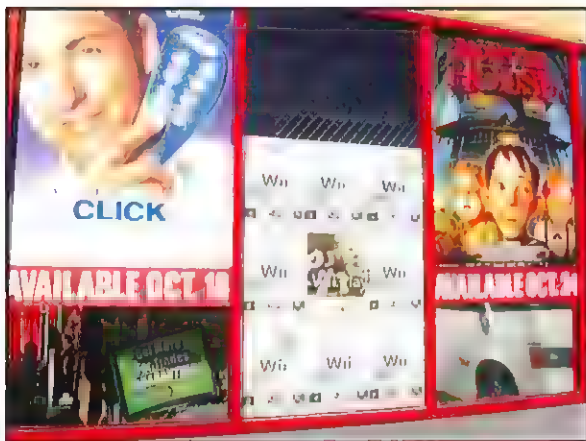













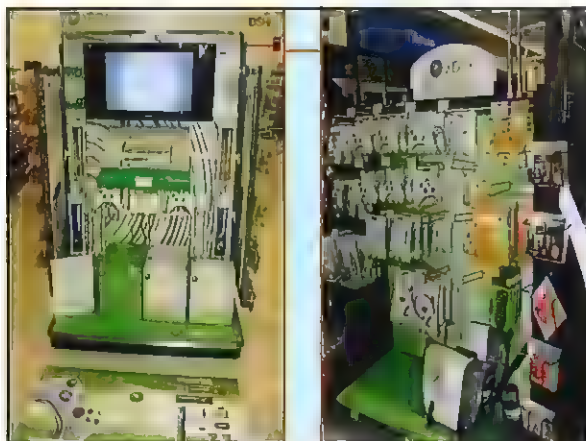




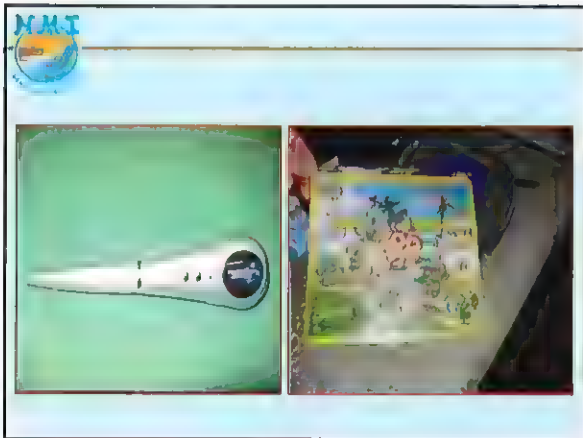


COMPETITIVE INFORMATION

- Snap a photo when you see:
 - New interactives
 - New POP
 - New premium item give-a-ways
- Be descriptive in your comments
 - Product launch date
 - Platforms product is available on
 - Price of product










SPECIAL EVENTS

- Take a photo of your set-up area
 - Table, tablecloth, POP, display boxes
- Take a photo of the crowd from front
- Capture excitement of event!
- Take photo of the lucky winner!
- Maximum of 4 photos

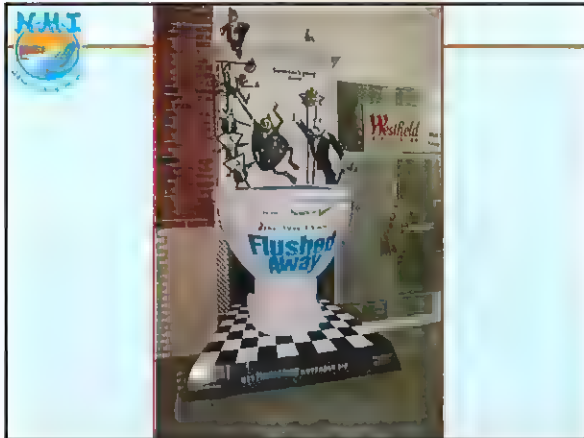




DO'S & DON'TS

- DO take photos showing POP in its environment
 - It's OK to also zoom in if you want to show a particular detail
- DO be on the look-out for unique pieces of eye-catching POP
- DON'T submit a photo with glare
- DO take photos showing new store layouts and branding
- DO use edit and crop feature when warranted

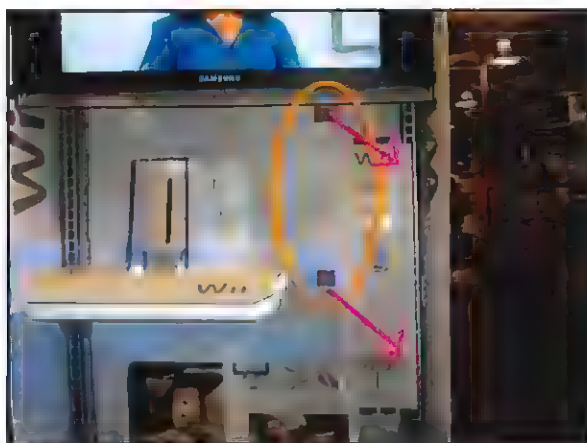

















HAND HELD BEST PRACTICES


- Tablet Mode In Stores
- ALWAYS wear strap!
- Place in equipment bag when not in use
 - Includes when entering and exiting stores
 - Close cover for storage & when not in use
- Nothing in pouch except business card and computer cleaning cloth
- New insert for equipment bag



And now it's time for...
Q & A

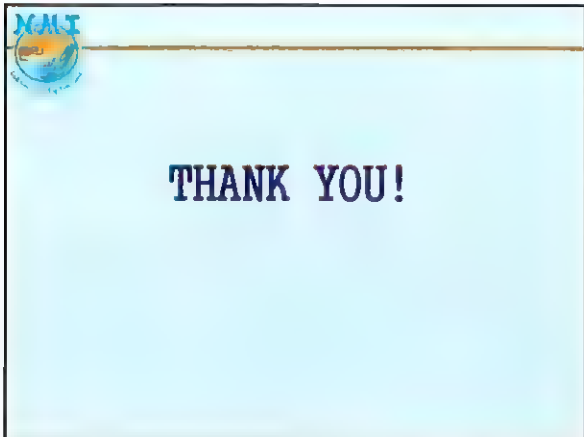


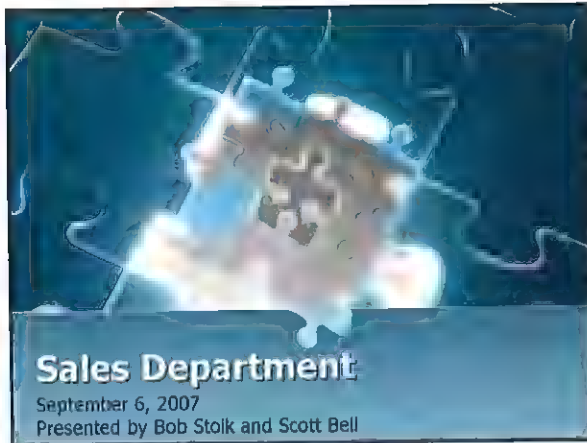
LENGTH OF SERVICE



Reminders

- Bags ready for AM pull
- Stick your roomy with the mini-bar bill
- Meeting hours sent via e-mail
- Sunday Q & A
- Sunday bus schedules
- Awards of Excellence
- Reception @ 5:30 - Dinner @ 6:30







Business Update

Year To Date through June 2007		
Hardware	Unit Share	% Change
DS	26.1	99.6%
Wii	20.1	100%
GBA	7.1	-30.9%
GCM	1.1	62.5%
Nintendo TTL	54.4	
PSP	14.5	-5.0%
PSS	12.0	17.9%
Sony TTL	33.8	1.6%
XBOX 360	11.9	10.5%
All other TTL	11.9	48.6%

Year To Date through June 2007		
Software	Unit Share	% Change
DS	19.7	167.2%
Wii	2.0	1.0%
GBA	3.5	-25.0%
GCM	4.6	-42.3%
Nintendo TTL	29.8	
PSP	2.3	17.1%
PSS	2.3	24.7%
Sony TTL	48.2	1.0%
XBOX 360	12.3	55.6%
NEXX	5.0	57.3%
Microsoft TTL	16.9	11.2%

Nintendo platforms have captured over half of hardware sales this year through June (54.4%)

DS - the # 1 portable system and the #1 system overall (+160% growth)

Wii - a strong second place

Robust software sales have followed system sales with Nintendo share of platform software at 40.8% of total.

Retail Landscape

Update on Wii interactives

Additional space

Holiday product flow

Best Buy

Status:

Currently 841 stores

60 new stores by February 2008

Will reach 1,000 stores by February 2009



Best Buy

Merchandising

Have proposed a corded Wii interactive solution for the end cap. Details forthcoming

Will be utilizing their new release fixture for key titles

Zelda Phantom Hourglass, Mario Galaxy, Super Smash Brawl

Titles typically remain in place for 1-2 weeks

Demo events

Have 97 locations booked for 9/16

Investigating another event on 11/11

THANK YOU for your support on these. Best Buy is thrilled with our participation!



Best Buy

Merchandising

Social Gaming fixture


16' fixture designed to showcase "socially inspired" games.

NOA will receive 4' dedicated to Wii

Best Buy is managing the design and implementation of the program

Will not include Wii interactivity. Will use media player and flash card similar to Wii end cap

Roll out to begin in September



Best Buy

Questions:

DS hardware not sold live

Forward offending stores to NAM and will address the issue with the head office.

However, store is ultimately responsible for shrink

Nintendo not getting "fair" space

Holiday reset will begin implementation in September and will better align space with volume


No Wii interactive unit


We have presented Best Buy with a corded solution and are awaiting their approval. Could begin implementation by October.

No POP materials

Best Buy tries to maintain a "clean" look to their stores and feel vendor POP challenges this.

We regularly utilize elements such as the new release fixture, channel signage and their brand signs.





Best Buy

How can NMI help?

Continue to reinforce our broader-audience strategy

Every customer that walks into Best Buy is a potential DS or Wii customer

The key to success is with DS


Continue to encourage live-sell of DS hardware

Educated Blue Shirts on customer solutions on DS

Continue support of demo events

These truly differentiate us from our competition

Provide Nintendo with direct customer contact






Status:

Currently 1,542 stores

60+new stores planned to open by end of 2007

2000 stores in operation by 2010






Merchandising:


Single price point endcap dedicated to Brain Age 2 bundle.
08/20 to 11/16.
Please keep endcap fully stocked.

Possible Brain Age sidecap outside of electronics.
60 day period starting late December

Brain Age 1 software front value endcap 09/16 to 11/17.

GCN players choice no longer on software value endcap effective 09/15.





Questions:


>Why are we not allowed to place p.o.p. at Target ?
Target has a corporate policy against p.o.p. in an effort to maintain a clean look.

>How can we get Target to fill all of their empty spaces in the glass cases with games which are in the back room?
Currently Nintendo is not allowed in the back rooms. We understand this has changed for some vendors with high volume turning product.

>What customer is Target trying to reach ?
Target's "guest" is an almost perfect match with our audience expansion strategy. Their strategy in reaching the female guest is to **Simply, Affirm, and Inspire.**

>Are the "headers" changing to Wii and DS ? Yes this should be the case, however, we have heard some stores have not changed.

>Will we get more endcaps at Target?
We are working closely with Target in this area. In addition to the Brain Age 2 endcap, we are confidentially working on a Wii software/accessory endcap in Jan.





Target

How can NMI help?

Product education

- Deliver our Audience Expansion message
- Be the eyes and ears for NOA at store level
- Please continue to send information from store level.

In stocks

- Continue to educate store personnel about product in the back room and importance of getting to the shelf.






Circuit City

Status:

- Currently 648 stores
- 60-65 new stores planned to open by end of 2007
- Circuit City may continue to close underperforming locations with the intention to replace up to 200 new and relocated stores opening by end 2008





Circuit City


Questions:


Is Circuit City ever going to consider a Wii interactive?

Circuit City is highly interested in Wii interactives however, considering the fact that Wii demand continues to outpace supply, NOA does not believe a Wii interactive will provide the best ROI at Circuit City. NOA would rather invest in things like a more visually appealing/educational DS end-cap.

Why not have a display at circuit city similar to what we had at target on the end-cap?

NOA is currently reviewing RMP budget for additional in-store presence with Wii.






Circuit City

How can NMI help?

Store Associate Advocacy
 Establish relationships to gain regular access to back room.
 (Access has been approved by Circuit City corporate offices)
 Continue to educate store personnel about product in the
 back room and importance of proper facing and organization
 of key titles

Product education
 Deliver our Audience Expansion message
 Be the eyes and ears for NOA at store level
 Continue to send information from store level





GameStop


Status:

Currently 3,898 Stores
 Largest retailer by Store Count in America

150 new stores to open by January 30th 2008

4,250 stores by Holiday 2008






GameStop

Merchandising:

Brain Age 2 Counter display
 Please keep this up and full of product as long as you
 can

Brain Age Gondola
 Includes all Brain Age Games and the Brain Age
 Bundle. Please ensure this is at the front of all stores.

Wii Interactive – a tethered solution will be
 implemented in late September. (no more battery
 issues – Yeah)



GameStop

Questions:

Could Nintendo provide WIFI service to Game Stop to fully display all the features of the Wii and DS?

No, GameStop is very particular about associates ability to be on the Internet or WIFI during store hours.

Many stores are placing other games in the Wii interactive. Are we to discourage this from occurring? Is this a directive from GameStop corporate?

We should always have our disc in the display units. We will try to co-ordinate use of the interactive for other software for special launches.

Why aren't there posters for this account?

GameStop only allows their POP up in store. Posters are not part of the program today.

Why is it impossible to get a display/window space for a contest at Game Stop? I am told it is against corporate policy.

GameStop is very careful regarding window space. All signage in window space needs to be approved by corporate.

GameStop

GameStop

How can NMI help?

Pre-sell is a key element of GameStop's Business.

Continue to feed knowledge about our games

Mario Galaxy Pre-Sell will have a contest for Associates

Continue to Foster RELATIONSHIPS

Getting prime spots for POP

Securing additional POP placement

Getting additional space for Nintendo (we deserve it)

Continue to Change their Attitude through product education.

Nintendo is #1 at GameStop

GameStop

Wal-Mart

Mosaic:

Nintendo's contract with Mosaic has not been renewed.

We are no longer paying them to conduct work for us in Wal-Mart stores.


They are however still merchandising the category, including Nintendo platforms.

We don't know Wal-Mart's long term plan for Mosaic, but they are pleased with category improvements.

Wal-Mart is currently developing a new update process for modulars and new items. This should improve modular compliance.

We do not know if Mosaic can order materials for the cases. Please discuss concerns with department manager.

WAL-MART





Modular Plans:

The process for updating modulars at Wal-Mart is changing. We do not know the exact process at this time.

During the modular update in September, most stores will have an XBOX case converted to a Nintendo platform. In the 40' set, this will result in 2 cases for Wii/GCN and 2 cases for DS/AGB.

1,500 Wal-Mart stores, beginning in September, will be testing a Nintendo Shop concept for reaching an expanded audience. These stores will be receiving 16-20' of additional space for Nintendo platforms.






General (Answers to Questions):


Nintendo writes Wal-Mart orders for new items. If a new store does not have a new 1st party release, please notify the account management team. The store does not need to be traited to receive a new release, but new stores don't always get added.

Player's guides are to remain in Wal-Mart stores for 120 days. After this time, Nintendo can provide an Return Authorization number for old guides. The stores can contact the account management team direct to received these RA#'s.

We are in the process of authorizing DS interactives, DS downloads and Wii flash players for all stores, including new store openings. There are no plans for live Wii demos at grand openings.


The connection center case will not become a permanent fixture for Nintendo, but we will continue to try to secure these incremental Electronics (not just video games) fixtures, on a monthly basis.





General (Answers to Questions):

Wal-Mart is still learning how to best utilize the MEM's. The Nintendo account management team is currently testing direct communication with the top 10 MEM's to drive store level improvements. We are also working with all MEM's on a Brain Age 2 store-level launch contest. Based on results, this may be another way to leverage the MEM's.





How can NMI help?

Continue to educate store associates and MEM's on Nintendo platforms.

Merchandise the new Nintendo Shop section in 1,500 stores (store list will be provided to Mary Jo).


Ensure compliance of Marketing Positions #1 & #2 (Connection Center and GPS Case), when secured for Nintendo. Store lists and program details will be provided to Mary Jo.

Continue to help Mosaic merchandise traditional video game cases, and find ways to maximize the retail effort. Although our contract was not renewed, Mosaic will still be instrumental in merchandising the category.

Maintain/install DS Downloads, DS interactives and Wii Flash Players.

Continue to communicate store level issues that need resolution, to the account management team.







Status:

Game Crazy – performing well and continuing to outperform standard industry growth

Hollywood Video – Doing well considering the challenging market conditions for the entire rental industry

Movie Gallery – Continuing to under-perform






Questions:

Why does Game Crazy get such small shipments of Wii?

Wii demand continues to outpace our supply.... NOA remains a strong proponent of Game Crazy's business and will provide product to maximize our partnership

Will they be getting any bundles for Christmas?

Game Crazy will receive the same SKU's as the rest of retail. NOA will continue to look for unique opportunities to maximize the business but no specific bundles have been determined at this time



Game Crazy

How can NMI help?

NMI can help drive business by continuing to focus on the store associates as the main sales drivers in the store.

Continue to provide in-stock surveys. Because of their conservative approach to inventory management, it is beneficial for us to know the in-stock percentage rates.

Provide feedback on "Mini's"

Mini's are unmanned kiosks placed at Hollywood Video locations in rural areas that have little/no competitive Video Game retailers. Provide photos / associate feedback regarding successes and difficulties of "Mini's"



Game Crazy

How can NMI help?

Monitor compliance of all merchandising elements, especially on the Hollywood side and provide feedback and ideas in how to better attract the Hollywood customer into Game Crazy through portal.

Game Crazy is a strong Nintendo supporter, and creates a ton of their own in-store marketing elements including signage, posters, pre-sell boxes, etc. NMI can help by providing stores with placement suggestions of these elements and providing feedback to us e.g. pictures, layout suggestions, etc.



Toys R Us

Status: 585 stores and holding
Plans to begin opening new stores at a faster rate

Management changes:

Positive sales results / +5% year-on-year
Nintendo / +79% year-on-year
Stores cleaner & brighter
Aisle ways free of clutter

Holiday plans


Tween Girl shop end cap
RZone feature end cap dedicated to Nintendo
Check lane register end cap
Understand that TRU does a disproportionate share of their business in Oct./Nov./Dec.



Toys R Us

Actions Needed:

- Store associate education
 - SW focus is key
 - Accessories
- Expanded Audience education
 - Everyone in every department is a potential customer
 - Games for everyone
 - Displays outside of RZone /stocked




Fred Meyer

Status

- 129 stores in the Northwest
- Up 385% year-on-year

Key Initiatives


- Wii Accessory endcap
- Live sell at registers (clip strips) to drive DS sw sales
- Wii Educational Video Loops in 5 test locations starting in September.
- Security gate shrouds: Zelda: PH, Super Mario Galaxy
- 10/14 FSI: Buy two T.G. games/get one free : PDQ's will be offered to account to support promotion.
- 11/17: Gamer's Night




Fred Meyer

How can NMI help?


- Monitor execution of displays (i.e. the Wii accessory endcap, shrouds, PDQ's and Wii educational loops)
- Report back to NAM re: execution of all displays
- Provide training to store associates for execution of Gamer's Night






How can NMI help?

- Monitor DS Download Station displays at retail
- Report back to NAM re: execution of displays
- Report back to NAM re: opportunities for merchandising







How can NMI help?

Interactive display needs for 2008: 36 NDS Lite in-line interactives (this will be enough for all new and remodel stores for 2007/2008).

In-store holiday initiatives for 2007: casual gaming, Guitar Hero 3 are focal points; increasing attach rate of SW and peripherals thru suggestive selling methods.



Initiatives for 2008: increasing attach rate of SW and peripherals cutting down Sony SW cases and reallocating real estate to Wii and NDS.

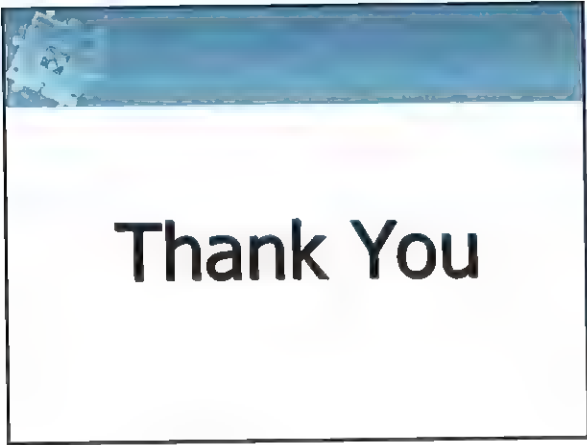


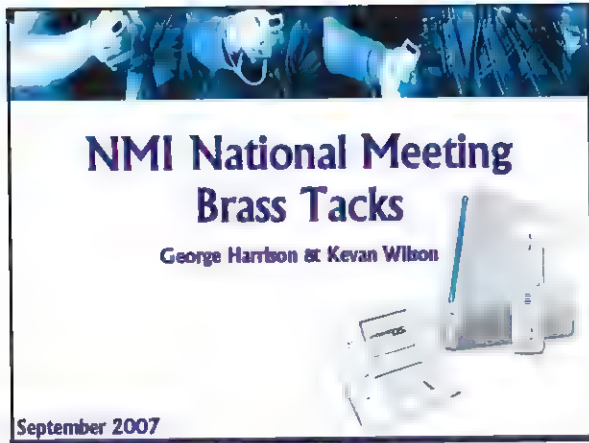


Status:

- No longer calling on these locations
- Little new activity with these stores overall
- Kmart is testing enlarged video game sections in a few stores. We are awaiting the results.









The Launch of Wii

November-December
January-July



Wii Launch Review – Strategies

- Use viral and buzz marketing beginning in September
- Paid media began one week before launch, emphasize 25-49 age target
- Make sampling more accessible to the expanded audience
- Communicate the unique game play of Wii and the social nature of Wii Sports
- Focus on in-store education rather than interactivity

Viral Ambassadors

MomBlogs

Here's how it began: I get an email with "Nintendo Ambassador" as the subject. I look over it, and send a reply, "I'm sorry but I think you may have sent this by mistake". Get an email back stating that it was no mistake along with proof that the email is legit (I think I may have asked for them to take me off the spam list or something short and cynical) and that they know who I am (which I'm assuming meant the lowest tech person stumbling around the blogosphere) and found me through my blog. Wow! OK, interest peaked. After a few more emails back and forth I find myself all signed up as a Nintendo Ambassador. Huh? I basically agreed to have some super hush-hush gamer shindig at my house so a big old bunch of my family and friends could check out the highly anticipated...

Alpha Moms' pitch Nintendo Wii
The game company built an innovative and approach to drum up support for its new console.

By Owen C. Chen's weekly
Gaming with Mom
November 15, 2006

Mother knows best.
As it geared up to promote its new Wii video game console, Nintendo of America Inc. looked to a group better known for nagging kids to stop playing video games: moms.

The Japanese game company merged viral marketing techniques with Tupperware parties in the months leading up to the Nov. 19 launch of Wii, which is pronounced "wee." Nintendo recruited a handful of gregarious, tech-savvy moms whom it dubbed "alpha moms" to share the console with their friends.

Linda Perry, who started a Yahoo parents' group called Peachhead, was one of three designated, and decidedly animated, buzz-makers in Los Angeles. She sent out chalkboards inviting 35 friends to "come out and play" to a bash at one of the city's favorite star haunts, the Chateau Marmont.



2





Broadcast course f*




a place for friends



Tipping Point in Cyberspace















Cultural Tipping Point









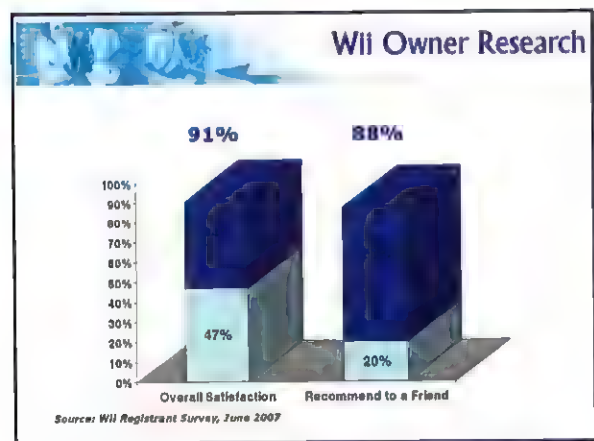
Key Unique Activities





Wii Mall Experience



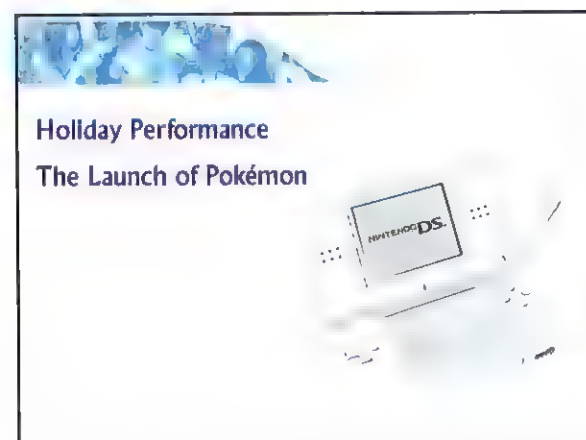






Virtual Console (# of titles available as of 7/31/07)

<u>Platform</u>	<u>No.</u>
NES	38
SNES	18
N64	6
Genesis (e.g., Sonic the Hedgehog)	29
Turbo Grafx (e.g., Bomberman 93)	33
Total	124



Nintendogs



The image shows the Nintendogs game box for the Nintendo DS. The box art features a golden retriever and the text "Nintendogs" and "Realistic & Fun". To the right of the box is a photograph of a family (a man, a woman, and two children) sitting on a lawn, playing the game with their dogs.

Brain Age



The image shows the Brain Age game box for the Nintendo DS. The box art features a brain diagram and the text "BRAIN AGE" and "Train Your Brain in Minutes a Day!". To the right of the box is a photograph of two people, a man and a woman, sitting at a table and playing the game.

New Distribution Partners



Grandparents' Day Savings
Limited Time Only

amazon.com Grandparents' Day Savings in Video Games

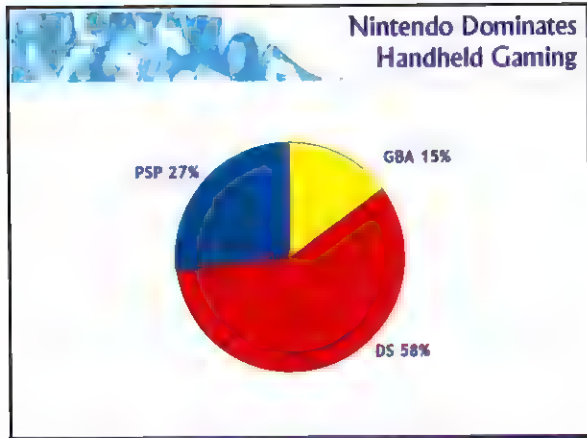
Mental exercise is both fun and critical to maintaining a strong mind. As someone who bought media related to this, you might want to know that the Grandparents' Day you can build your brain power or that of a loved one with a Nintendo DS title.

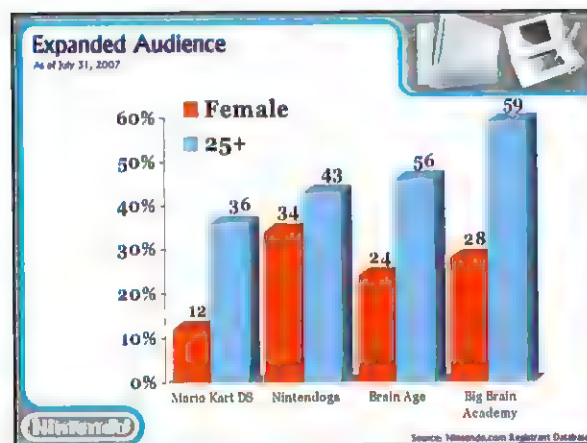


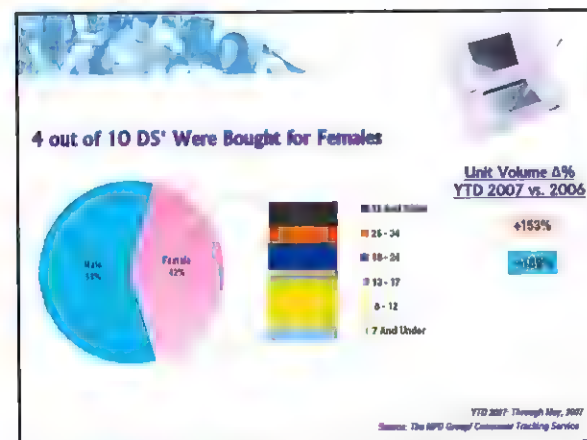
Train Your Brain and More

Buy a DS title between now and September 18 and save \$10 off your purchase of either of Nintendo's critically acclaimed brain training titles: *Brain Age* or *Brain Academy* for play on the Nintendo DS title.

[Shop Now](#)





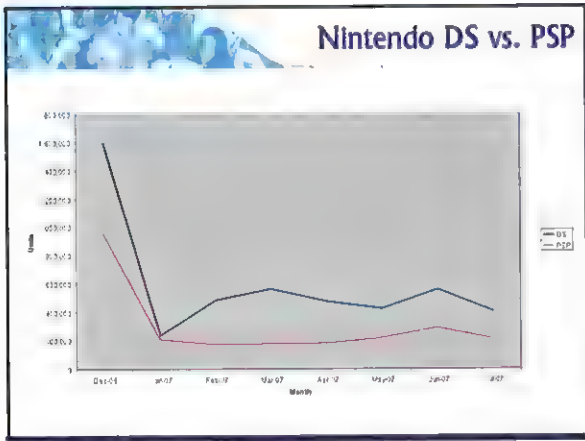


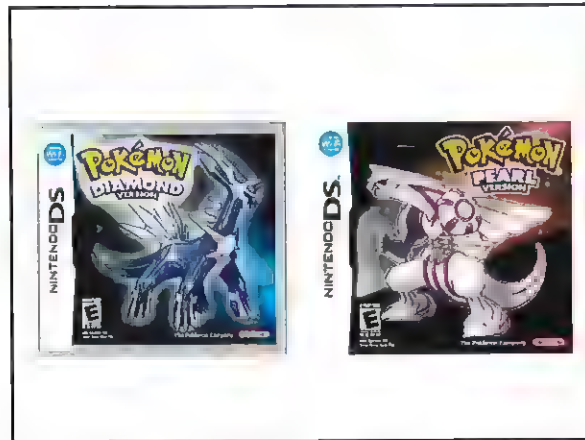
NINTENDO

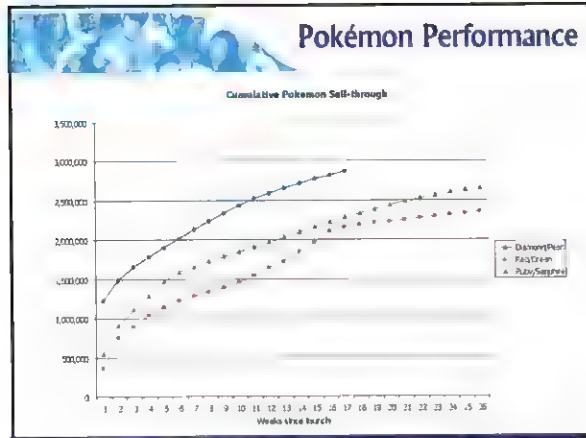
DS

40

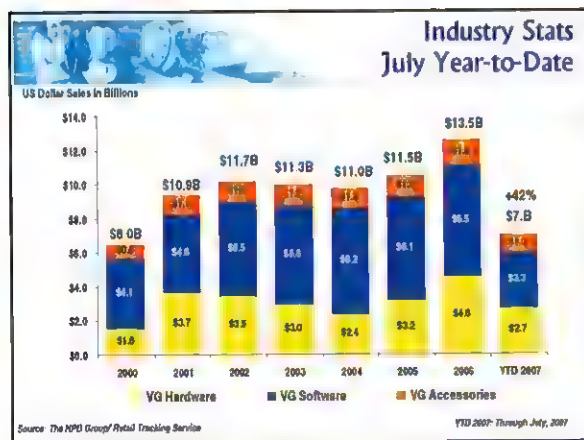
million units worldwide

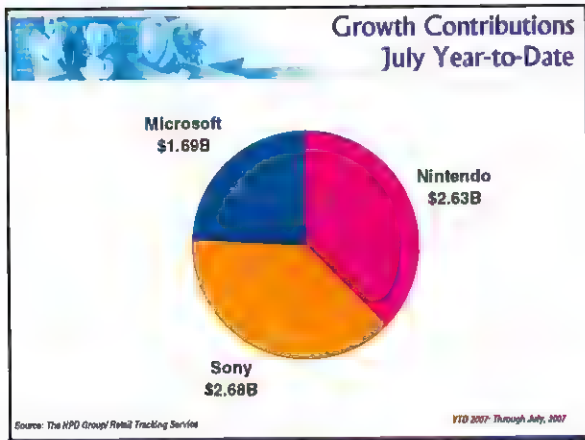


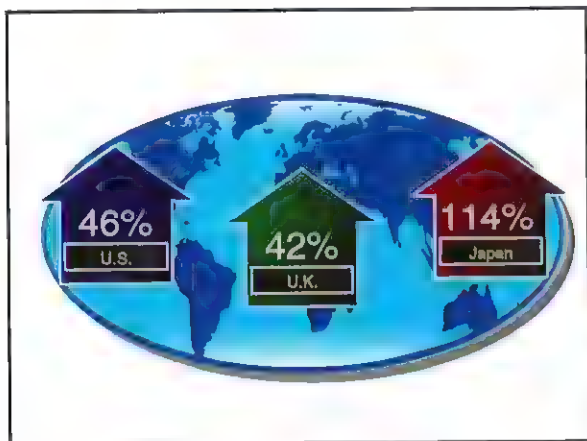


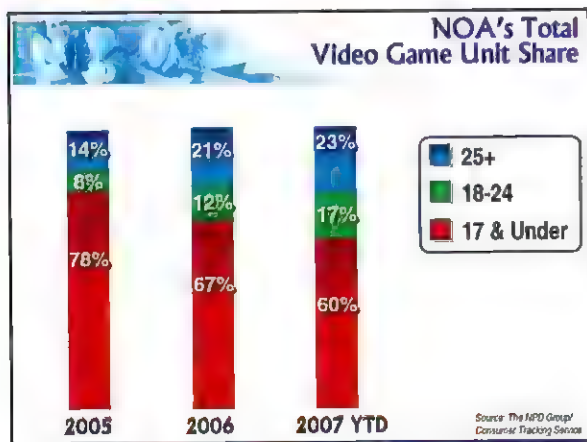


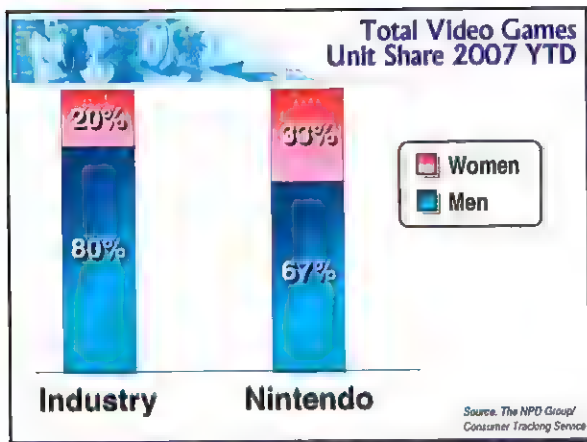




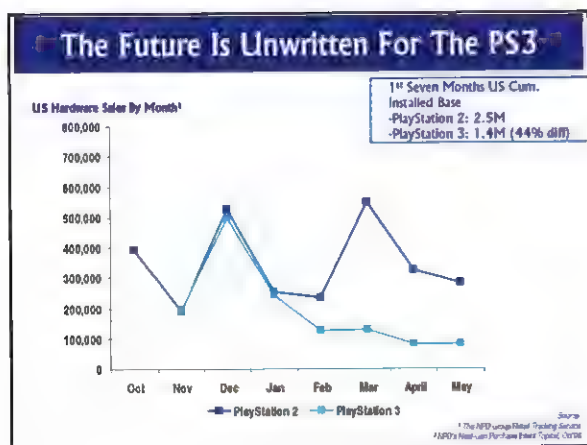













NINTENDO DS


Pokémon

- Back to School and Holiday Support



Mario Party DS


- Bring Social Gaming to DS



NINTENDO DS

Zelda Phantom Hourglass



- Launches October 1
- Core gamer franchise with expanded audience possibilities





NINTENDO DS

Expanded Audience Initiatives

- Brain Age 2
- Flash Focus
- Thanksgiving Hardware Bundles
 - Zelda and Gold DS
 - Nintendogs and Pink DS










Metroid


- Launched August 27



Mario Galaxy


- Launches November 12






Zapper

- Launches November 26
- Software packed in
- 6 third-party titles





Super Smash Brothers Brawl

- Launches December 3



2008

- Mario Kart



- Wii Fit







CORPORATE PRIORITIES



NOA Success Formula

- Dominate handheld gaming
- Innovate console gaming
- Expand the gaming universe
- Connected consumer conversations
- One focused organization





- Focus on existing popular and new titles
- Use Pokémon and Mario Party DS to reach younger gamers
- Use Zelda and Brain Games to reach the expanded audience



Logistics

- San Francisco
- New York City

Staffing

Restructuring

- NMI & Merchandising to Sales

